



Stranded: Water Valley 2019

Sponsorship Package

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Kids Up Front Calgary

About Us

The Kids Up Front Foundation is a registered charity that works year-round to provide enriching experiences to thousands of children in need. We do this by distributing donated event tickets, workshops and summer camps to children that would otherwise be unable to attend due to family, personal or financial stresses. The children we serve are amazing and resilient, navigating constant stresses of daily life and trauma that is rarely supplemented with anything 'fun'.

At Kids Up Front, we provide deserving children a moment of escape from the struggles of their daily lives. We offer families in need an opportunity to experience art and culture, sporting events, and educational events around Calgary and Southern Alberta.

Stranded: Water Valley

The 4th Annual Stranded: Water Valley outdoor wilderness challenge pits individual competitors against each other in battles of wit and physical stamina, navigating alliances, searching for hidden immunity idols, and enduring tribe shuffles. It is a reality experience with a social impact!

As one of our largest fundraisers of the year, Kids Up Front relies heavily on our 16 volunteer contestants to work hard fundraising for Stranded: Water Valley. We also rely on the generosity of key sponsors to help us make this event a success - we need you!



Stranded: Water Valley Presenting Sponsor

- ✓ You will be recognized as the official presenting sponsor of the event on social media channels, press releases, blog posts and all other communications.
- ✓ Key title sponsorship credit on Corus Radio stations including 105.1, News Talk 770 and Q107. Ads run from May to August.
- ✓ Logo placement on event signage located on the challenge course.
- ✓ Logo placement on the bus, on all contestant water bottles and on props in the tribal council area.
- ✓ Our event host will mention your company name during the opening credits of the movie. Banner and logo placement at our movie screening.
- ✓ 25 tickets to the movie premiere.

\$8,000



Your dollars go directly to our venue cost. This includes food, lodging, challenge areas and more. Our venue, Camp Kindle, run by our partner agency Kids Cancer Care is the sole beneficiary of these dollars. Your single sponsorship will benefit two great charities!

Stranded: Water Valley Video Production Sponsor

- ✓ You will be recognized as the Video Production Sponsor.
- ✓ Logo placement on the film crew's t-shirts.
- ✓ Logo placement on event signage, social media, episodes, and our website/blog.
- ✓ Banner and logo placement at our movie screening.
- ✓ 20 tickets to the movie premiere.

The crew from Crooked Cinema creates an authentic reality TV show experience. Your dollars go directly to filming, producing and editing a five episode mini-series. This takes hundreds of hours, creative thinking, hard work and uses local talent!

On November 7, 2019, we invite contestants to the Plaza Theatre to see all of the action on the big screen. Sponsors, donors, and volunteers are also invited to share in the fun.

\$5,000





Stranded: Water Valley Volunteer Sponsor

- ✓ Recognition as a Volunteer Sponsor of the event on social media channels and blog posts.
- ✓ Logo placement on event signage.
- ✓ Banner and logo placement at our movie premiere.
- ✓ The opportunity for volunteers to wear t-shirts or hats with your company logo on them throughout the weekend.
- ✓ Logo placement on thank you cards given to our volunteers.
- ✓ 15 tickets to the movie premiere.

\$3,500

Volunteers donate over 384 hours during Stranded: Water Valley and are critical to the success of the event.



We provide food, lodging, and more to ensure all volunteers are provided with everything they need to be successful in their roles.

We also like to offer them a thank you gift to show our appreciation for a full weekend of support!

Stranded: Water Valley

Equipment & Challenge Sponsor

- ✓ Recognized as the Equipment and Challenge Sponsor of the event on social media channels, and blog posts.
- ✓ Logo placement on event signage.
- ✓ Company logo on sleeping bags for all 18 contestants and other challenge materials where it's possible.
- ✓ Banner and logo placement at our movie screening.
- ✓ 10 tickets to the movie screening.

We use a wide range of materials to help ensure the event runs smoothly. The event crew requires building and construction supplies to create authentic challenges. Contestants also require items to help them navigate the weekend successfully. These items include cooking pots, water cantinas, torches, fire building materials and more.

\$2,000





Stranded: Water Valley Prize Sponsor

- ✓ Social media and blog post recognition.
- ✓ A card with your company logo inside all gift bags.
- ✓ Logo placement on event signage.
- ✓ Banner and logo placement at our movie screening.
- ✓ 5 tickets to the movie premiere.

\$1,500

Our contestants are the true champions of our event, we want to thank them for challenging themselves and raising thousands of dollars for Kids Up Front.

Great prizes are excellent fundraising incentives for our participants.

All 16 contestants sleep in the woods, eat only rice, challenge themselves physically, mentally and emotionally all to help our kids. It is our goal to give them a memorable weekend including thank you gifts and tokens of our appreciation.



Stranded: Water Valley

Becoming a Sponsor

More Questions?

The Kids Up Front Calgary team is happy to answer any questions and further explain Stranded: Water Valley Sponsorship possibilities.

Custom Sponsorships:

None of the sponsorship levels catch your eye? Lets build one together! We are happy to adjust and build a sponsorship unique to you and your organization, lets chat!

Ready to Get Started?

Contact our Executive Director, Nicky Nash to become an official Stranded: Water Valley sponsor. She will guide you through the process and answer any further questions you may have.

Lets Work Together!



Nicky Nash

Executive Director | Kids Up Front Calgary

p. (403) 444.4318 ext 2

c. (403) 934.0479

a. Suite 110, 105 12 Avenue SE, Calgary, AB T2G 1A1

w. kidsupfront.com/calgary

Sponsorship Level	Presenting	Video Production	Volunteer	Equipment & Challenge	Prize
Financial Commitment	\$8,000	\$5,000	\$3,500	\$2,000	\$1,500
Recognition on Chorus Radio stations running from May to August	✓				
Verbal recognition live at the video premiere	✓	✓			
Logo placement on event signage	✓	✓	✓	✓	✓
Banner and logo placement at the video screening	✓	✓	✓	✓	✓
Recognition on social media, press releases, blog posts, etc.	✓	✓	✓	✓	✓
Tickets to the movie screening	25	20	15	10	5
Number of sponsorships available	1	3	5	Unlimited	unlimited

Stranded: Water Valley

Frequently Asked Questions

How does the event raise money?

The contestants work hard to fundraise a minimum amount to participate, similar to a charity marathon or race. Many contestants go above and beyond their minimum to receive advantages in the game and because they believe wholeheartedly in our mission. Since 2016, over \$200,000 has been raised, and goes directly to our kids' programs.

How do you find contestants?

We advertise on social media and in our newsletters. Former contestants and our board members also help recruit contestants.

Where does the money raised go?

Where does the money go? All funds raised from this event will go directly to providing over 31,000 enriching experiences to deserving kids across southern Alberta.

Who runs the challenges and hosts the event?

We partner with a talented group named Blindsight Entertainment. Blindsight Entertainment runs and hosts the event for us with the help of our four staff and volunteers. <https://www.blindsightent.ca>

How do you find the kids for the tickets you distribute?

We collaborate with over 300 child serving agencies, charities, schools and other programs to distribute our tickets. All agencies are vetted and trained before receiving tickets from Kids Up Front.